

RESUME

DEVASISH SARMAH

Contact Number: 09706072306 (M)

E- Mail: devasish.sarmah@gmail.com

SNAPSHOT

15 years of experience in Sales & Business Development, Channel Management, Client Servicing & Team Management in North East.

Taken challenge of making North East zone a positive growth zone year upon year. This includes efficient manpower realignment, effective utilization of secondary demand generators, appointment of new distribution reach to the part of the terrain, driving high level of commercial hygiene.

Tour around North East market by changing approach in Channel management, promotional activities & schemes.

Distribution & new premium product selling in Projects has become the example in the organization.

Proficient at maintaining cordial relationship with customers, ensuring quality & service norm to achieve customer satisfaction & business retention.

Excellent communicator with strong negotiation skills having leadership qualities & analytical power.

EMPLOYMENT PROFILE

1) Manager Sales – North East in STP Limited since November 2012 to present.

Location: Entire North East- Assam, Meghalaya, Arunachal Pradesh, Mizoram, Manipur, Nagaland & Tripura.

Job Responsibilities:

- a. Leading a team of 3 people
- b. To ensure standardization of processes for effective sales strategy execution
- c. Formulate product wise monthly sales & collection plans and motivate team to deliver as per the plan.
- d. Set & Drive timely completions of performance management exercise of each team member and identify the training & development needs of the team.
- e. Demand Forecasting at SKU level, supply chain & stock management of Depot.
- f. Adhere to the laid down sales processes in respect of
 - Inviolable controls

- PDR (Plan-do-review)
 - PJP (Post Journey plans)
 - Sales Forecast
- g. Conduct competitor's analysis by keeping abreast of market trends & achieving market share metrics. Design and implementation of schemes. Preparation of MOP (Market Operating Price) of our Products by analysing the completion pricing.
 - h. Execution of Demand Generation activities. Organizing mason meet, Applicator Meet, Dealer Meet with co ordination of Regional HQ.
 - i. Business development activities, Involvement in Projects, PMC, EPC for approval of our products, direct interaction with MES, CWE, Airport Authorities, Air force, Refineries, Road projects to promote our products. Built up high rapport with Defence, Petroleum, Civil & Roads Contractors within the region.

2) Senior Sales Officer at Akzonobel India Limited (DULUX PAINTS) from September 2007 to October 2012.

Location: Based at Guwahati Head Quarter & Covering Assam, Meghalaya, Nagaland.

Reporting to: Zonal Manager (Retail) North East & Zonal Manager (Projects/Institutional) Eastern Region

Job Responsibilities:

- a. From 2007 to 2009, I had been assigned to look after Guwahati Retail market as well as Projects / Institutional Business for entire North East.
- b. From 2009 to 2012, I had been assigned to take care of Project Business in entire North East Zone as NE Institutional Business had set an golden example within the organization. And I had been given small team of Off Role Sales Associates to increase the business volume.
- c. Motivate Dealers to participate in Monthly schemes designed by HO. Provide them Secondary sales support through Projects in order to achieve the targeted Budget assigned for me.
- d. Conducted Painters/Contractors Meet in entire zone.
- e. Was responsible for providing Product training/BBT (Best By Test) to the new joiners within the region.
- f. Successfully rolled out Contractor's point based schemes for 5 years with excellent output.
- g. Meeting with Architects to specify our products especially in Real Estates vertical. Moreover, regular follow up with PWD, CPWD, Air force, MES, OIL to convert enquiries into orders.

3) Sales Associate in ICI India Limited (Presently Akzonobel India Limited- DULUX PAINTS) from February 2004 to August 2007.

Location: Guwahati & Shillong

Reporting to: ADM- Projects/Institutional East

Job Responsibilities:

- a. Demand generation activities through Institutional Business
- b. Provide Secondary Sales support to Dealers in my Territory.
- c. Meeting with Architects, Builders, and Contractors to promote our products & to offer our services.
- d. Gathering Project information by focussing on Cold Calling activities.

EDUCATIONAL BACKGROUND

Academic Qualification:

Completed Graduation in Science under Gauhati University in the year 2000

Professional Qualification:

PGDM from Assam Institute of Management under AICTE in the year 2002.

IT Knowledge: Microsoft Package including MS Word, Excel. Power Point etc...

PERSONAL DETAILS

Name: Devasish Sarmah

Permanent/ Contact Address: C/O. Late .Dr.Jagadidh Chandra Sarmah

Arya Nagar, 1st By Lane, P.O. Gopinath Nagar, Guwahati- 781016, Assam.

Date of Birth: 22nd April, 1979

Marital Status: Married

Language Proficiency: English, Assamese, Hindi, Bengali

CTC: Rs.10.14 Lakh per annum (Fixed CTC, Variables extra)

(I hereby declare that all the details furnished above are true to the best of my knowledge.)

(Devasish Sarmah)

